

We invite you to join us for the
39th Annual Missouri Governor's Conference on Agriculture
"SURVIVE AND THRIVE IN 2005"

Agriculture has always been more than a profession; it's the core of our economy and establishes the building blocks of our lives through lessons in hard work, dedication and cooperation. As we stand in these times of change, at a crossroad, we have great opportunity to determine which road will take us down the path to personal and professional success.

The 39th Annual Governor's Conference on Agriculture provides a venue to unite the agriculture community, creating an opportunity to address current industry trends and get a glimpse of what's to come. We'll share success stories and creative approaches to market opportunities, improved communications and community planning.

This conference, themed "Survive and Thrive in 2005," is a great opportunity to network, learn about new and emerging opportunities, find out what has worked and what hasn't, and engage in discussions about priorities. Conference speakers will also show us that entrepreneurs in agriculture are not only surviving, but thriving in today's economy.

Please join us in the scenic Ozark hills at the beautiful Tan-Tar-A Resort in Osage Beach. A reception featuring Missouri's finest foods and beverages will kick off the conference on Sunday, December 12. Conference sessions will begin Monday, December 13 and end midday on Tuesday, December 14. For more information, call toll-free 1-877-398-3305.

SURVIVE & THRIVE IN 2005



OFFICE OF THE GOVERNOR
STATE OF MISSOURI
JEFFERSON CITY
65101

www.gov.state.mo.us

October 29, 2004

BOB HOLDEN
GOVERNOR

STATE CAPITOL
ROOM 216
(573) 751-3222



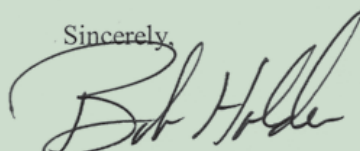
*Bob Holden,
Governor
State of Missouri*

GREETINGS!

Each year, the Missouri Governor's Conference on Agriculture provides Missouri's agriculture producers and partners a unique opportunity to gain perspective on current issues, practices and programs facing the industry. The 2004 conference continues this great tradition by once again bringing together experts to analyze the opportunities and challenges facing Missouri.

Scheduled for December 12-14 at Tan-Tar-A Resort in Osage Beach, this year's theme, "Survive and Thrive in 2005," will incorporate presentations and workshops to give participants the skills needed to be leaders in their communities in order to make a stronger rural Missouri.

Please join me in this prelude to another productive and prosperous year of Missouri agriculture. For more information, please call toll-free 1-877-398-3305.

Sincerely,

Bob Holden
Governor

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*Peter Hofherr,
Director
Department of
Agriculture*

SURVIVE & THRIVE IN 2005



The mission of the Missouri Department of Agriculture is “to serve, promote, and protect the agricultural producers, processors, and consumers of Missouri’s food, fuel, and fiber products.”

CONFERENCE AGENDA

SUNDAY, DEC. 12

Noon – 7:00 p.m. Registration

5:00 – 7:00 p.m. “A Taste of AgriMissouri” Reception – Enjoy a sampling of Missouri’s finest foods and beverages while visiting with Missouri’s agricultural leaders. Also, participate in the annual benefit auction for the Agricultural Leadership of Tomorrow (ALOT) program.

8:00 – 10:00 p.m. Hospitality Suite – Sponsored by Missouri Corn Growers Association

MONDAY, DEC. 13

7:00 – 8:00 a.m. Breakfast Buffet

8:00 a.m. **Welcome/Opening Session**
Peter Hofherr, Director of Agriculture

8:30 a.m. **Special Guest**
Governor Bob Holden

9:00 – 10:00 a.m. **“Survival Success Stories – Boomtown USA”**
Jack Schultz, CEO of Agracel, Inc and Harvard grad, will show the agriculture industry how other communities have succeeded in differentiating themselves and survived!

10:00 – 10:30 a.m. Networking Break

10:30 – 11:30 a.m. **“Agriculture as a Rural Development Strategy”**
Moderated by Jack Schultz
Short panelist presentations using examples of success followed by participant discussions.
Agritourism – James Maetzold – USDA/NRCS (invited)
Iowa Area Development Group – Rand Fisher, President (invited)

11:45 a.m. – 1:00 p.m. Luncheon
FFA Awards Presentation

1:10 – 1:40 p.m. **“Expect the Unexpected”**
A lively discussion that engages participants to think differently about issues so they’ll better understand opposite sides of an issue.
Monte Hemenover, Avenues for Change (invited)

1:40 – 2:00 p.m. Break

2:00 – 4:15 p.m. **“Survival Essentials” – Breakout Sessions**

2:00 – 3:00 p.m. Breakout Session I

3:00 – 3:15 p.m. Break

3:15 – 4:15 p.m. Breakout Session II

Producer to Consumer– Track 1
This interactive session will show you how to work with retailers, identify current consumer trends, and align your business structure.

Marketing/Branding – Track 2
This session will show you how to develop a successful marketing plan and position your organization in the marketplace.

Effective Communication – Track 3
Turn “no” into “yes” with effective communication. Learn key negotiation skills that can be applied to any situation.

5:00 – 6:00 p.m. Cocktail Reception

6:00 – 8:00 p.m. A Bountiful Banquet

A very unique visual presentation that will teach you strategies to achieve incredible results in customer service, teamwork, management and times of change. Learn how to survive change and keep a strong mental attitude in stressful times.
“The Chalk Man” – Sam Glenn

8:30 p.m. Networking Rendezvous

Continued on next page

TUESDAY, DEC. 14

7:00 – 8:00 a.m. Breakfast Buffet

8:00 – 8:45 a.m. **“Survival Outlook”**
What will it take to survive? Here’s a look at new opportunities, trends, change, consumer preferences, generational differences and more. You will be challenged to think strategically and to embrace change through creative and innovative management.
Dr. Michael Boehlje, Agribusiness Professor, Purdue University

8:45 – 9:15 a.m. Break

9:15 – 10:00 a.m. **“Industry Survival Outlook”**
Mike Boehlje – Moderator
Representatives from key commodity organizations will be asked questions about how their industry will respond or is preparing for: international trade, life sciences, traceability, etc.

10:15 – 11:00 a.m. **“The Leadership Challenge”**
Learn what the real definition of leadership is and ten ways a leader needs to think. Add enthusiasm to your life and career, and dream for success.
Steve Siemens, Siemens People Builders

11:00 a.m. **Closing Session**

11:30 a.m. **Adjourn**

OTHER MEETINGS OF INTEREST

Sunday, December 12

12:00 noon - 4:00 p.m.
Agricultural Leadership of Tomorrow
(ALOT) Annual Alumni Awards Luncheon

1:00 p.m. - 3:30 p.m.
Missouri Agribusiness Academy 2004
Class Reception

1:00 - 4:00 p.m.
NeCo Seeds Annual Growers Meeting

3:00 - 4:00 p.m.
Citizen’s Advisory Commission

Tuesday, December 14

12:00 noon - 4:00 p.m.
Missouri Agricultural and Small Business
Development Authority (MASBDA)
Meeting

1:00 - 3:00 p.m.
Missouri Agricultural Land Management
Resource Institute (MALMRI) Meeting

GOAL

*To give participants the skills needed to be leaders in
their communities to make a stronger rural Missouri.*

CANCELLATION POLICY

Cancellations received after December 6, 2004 are nonrefundable. Substitutions may be made at any time. All cancellations are subject to a \$20 non-refundable service fee.

LODGING

Lodging is not included in the registration fees. You must make hotel reservations directly with Tan-Tar-A Resort by calling: 1-800-Tan-Tar-A (1-800-826-8272). Room rates are as follows:

1-4 Persons,
Resort Complex . . . \$84.24
Estate Complex . . . \$84.24
1-bedroom suite . . \$124.20
2-bedroom suite . . \$172.80
Current tax8.225%

Reservation requests must be received no later than November 26, 2004 to guarantee accommodations. Reservations may be accepted and confirmed up to the opening day of the conference upon availability. Reservations run from 4 p.m. the day of arrival until 11:00 a.m. the day of departure. The following credit cards are accepted by Tan-Tar-A: American Express, Carte Blanche, Visa, Mastercard, Diner's Club, and Discover Card.

For more information, please call the Missouri Governor's Conference on Agriculture toll-free 1-877-398-3305 or 573-522-3243.

DAYCARE/BABYSITTING

Please make arrangements with Tan-Tar-A Resort by calling 1-800-Tan-Tar-A (1-800-826-8272).

WINDJAMMER SPA AND SALON

Appointments recommended. Please make arrangements with Tan-Tar-A Resort by calling 1-800-Tan-Tar-A (1-800-826-8272). Costs vary per service.

INDOOR WATERPARK

Open Fri., Sat., and Sun. 10:00 a.m. to 10:00 p.m.

BEAR'S DEN ARCADE

Open Sunday and Monday 10:00 a.m. to 9:00 p.m.

MR. DEE'S LOUNGE

Open Sunday and Monday 12:00 p.m. to 1:30 a.m.

AUTOMOBILE ROUTES TO TAN-TAR-A

St. Louis

Interstate 70 West to Kingdom City, Highway 54 West through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance. 3-3½ hours driving time, or;

Interstate 44 West to Waynesville, Highway 17 north to Iberia, Highway 42 west to Highway 54 west (left) through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance.

Kansas City

Interstate 70 east to Boonville exit on Highway 5 to Versailles, southeast to Eldon on Highway 52, west on Highway 54 through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance. 3-3½ hours driving time, or;

Highway 50 to Tipton south on Highway 5 to Highway 52, east Eldon, west on Highway 54 through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance, or;

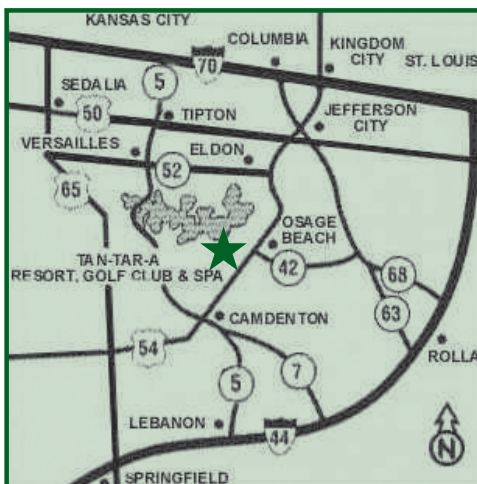
Interstate 70 to Route 5 south to Camdenton, east (left) on Highway 54 ten miles to State road KK, north (left) 3 miles to Tan-Tar-A entrance.

Springfield

Interstate 44 East to Lebanon, north (left) on Highway 5 to Camdenton, east (right) on Highway 54 ten miles to State road KK, north (left) 3 miles to Tan-Tar-A entrance. 1½ hours driving time.

Columbia

Highway 63 south to Jefferson City, right on Highway 54 west through Osage Beach to State Road KK, north (right) 3 miles to Tan-Tar-A entrance. 1½ hours driving time.



REGISTRATION INFORMATION

Name: _____ Spouse (if attending): _____

Organization: _____ Telephone: _____

Mailing Address: _____ City/State/Zip: _____

E-Mail Address: _____

An e-mail confirmation will be sent upon receipt of your registration.

Please photocopy if additional forms are needed.

Conference Fee (includes all meals, breaks and sessions) Individual meals and sessions will not be offered, with the exception of the Sunday AgriMissouri Reception.

	Postmarked by 11/29	After 11/29	Amount enclosed
Individual	\$150.00	\$170.00	\$ _____
Couple	\$250.00	\$270.00	\$ _____
Sunday AgriMissouri Reception Only	\$20.00	\$20.00 x _____	\$ _____

Indicate Special Dietary Needs: _____

Emergency Contact Name & Number: _____

Payment Options:

- 1) **Check** - Checks should be made payable to Missouri Governor's Conference on Agriculture.
- 2) **Purchase Order** - Purchase orders will be accepted as payment from established businesses if the following information is provided for invoicing purposes:

Purchase Order # _____ Contact: _____ Telephone: _____
- 3) Please indicate if you are a state agency employee by providing your customer number for interagency billing purposes:

For questions, please call toll-free 1-877-398-3305 or 573-522-3243. Mail registration and payment to: Missouri Governor's Conference on Agriculture, P.O. Box 630, Jefferson City, MO 65102.

Faxes will be accepted at 573-751-2868 only if purchase order or interagency billing information is completed.

Registration packets may be picked up at the conference registration area. Although registration is available on-site, we encourage you to pre-register.

FOR MDA USE ONLY

Date Rec'd: _____
Check # _____
Amount \$ _____
Customer # _____
Paid By # _____
Type: IF _____ CF _____ Partial _____
Receipt # _____
Entered By: _____
Group Code: _____



*Hosted by the Missouri
Department of Agriculture
and sponsored by Missouri
agribusinesses and
commodity organizations.*

FUTURE ST

AGRICULTURE

**SURVIVE &
THRIVE
in
2005**

IMPORTANT NUMBERS TO REMEMBER

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DECEMBER 12-14, 2004